

IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

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168. (CURRENTLY AMENDED) A system for providing electronic

5 programming material to a user, the system comprising:

a printed matter having associated therewith at least

one sensor, a first controller responsive to an  
actuation of said sensor, and a transmitter  
responsive to said first controller for

10 transmitting a coded signal;

a second controller having associated therewith a  
receiver for receiving said coded signal;

a display unit having associated therewith means for  
accessing said programming material, and means

15 for displaying or executing said programming  
material; and

wherein said user actuates said sensor to cause said  
programming material to be accessed and displayed or  
executed.

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169. (CURRENTLY AMENDED) A system as defined in claim 168  
wherein said display unit further has associated therewith  
a memory means for storing said programming material.

170. (ORIGINAL) A system as defined in claim 169 wherein  
said memory means comprises a magnetic disk.

171. (CURRENTLY AMENDED) A system as defined in claim 169  
5 wherein said memory means comprises a Personal Computer  
Memory Card International Association ("PCMCIA") card.

172. (CURRENTLY AMENDED) A system as defined in claim 169  
wherein said memory means comprises a flash random access  
10 memory ("RAM").

173. (ORIGINAL) A system as defined in claim 169 wherein  
said memory means comprises a cache.

15 174. (CURRENTLY AMENDED) A system as defined in claim 169  
wherein said memory means comprises a compact disc read  
only memory ("CD-ROM").

175. (CURRENTLY AMENDED) A system as defined in claim 169  
20 wherein said memory means comprises a digital videodisc  
("DVD").

176. (ORIGINAL) A system as defined in claim 169 wherein  
said memory means is housed on a remote server.

177. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said means for accessing said programming material operates via a data link.

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178. (ORIGINAL) A system as defined in claim 177 wherein said data link comprises a telephone line.

179. (ORIGINAL) A system as defined in claim 177 wherein  
10 said data link comprises a computer network.

180. (CURRENTLY AMENDED) A system as defined in claim 177 wherein said data link comprises an integrated services digital network ("ISDN") network.

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181. (ORIGINAL) A system as defined in claim 177 wherein said data link comprises an ethernet network.

182. (CURRENTLY AMENDED) A system as defined in claim 177  
20 wherein said data link comprises a cable access television ("CATV") line.

183. (ORIGINAL) A system as defined in claim 177 wherein said data link comprises a wireless network.

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184. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a video display.

5 185. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an audio transducer.

186. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a flat panel display.

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187. (ORIGINAL) A system as defined in claim 186 wherein said flat panel display is a rigid flat panel display.

15 188. (ORIGINAL) A system as defined in claim 186 wherein said flat panel display is a flexible flat panel display.

189. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said display unit comprises a cable access television ("CATV") converter, or wireless cable converter, 20 and a television set coupled thereto.

190. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a personal computer system.

191. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a portable personal computer  
system.

5 192. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a personal digital assistant.

193. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises an Internet appliance.

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194. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a cellular telephone.

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195. (ORIGINAL) A system as defined in claim 168 wherein  
said display unit comprises a wireless communication  
device.

196. (ORIGINAL) A system as defined in claim 168 wherein  
said programming material is accessed via a network.

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197. (ORIGINAL) A system as defined in claim 196 wherein  
said network comprises a wireless network.

198. (ORIGINAL) A system as defined in claim 168 wherein  
said programming material is accessed via the Internet.

199. (CURRENTLY AMENDED) A system for displaying  
5 programming material to a user, the system comprising:

a printed matter having at least one printed machine  
recognizable feature;

a feature recognition unit having associated therewith  
means for recognizing said machine recognizable  
10 feature and a transmitter for transmitting a  
coded signal in response to said recognizing;

an intelligent controller having associated therewith  
a receiver for receiving said coded signal and  
means for accessing said programming material;

15 and

a display unit for displaying said programming  
material;

wherein said recognition unit, in response to said  
recognizing, causes said intelligent controller to access  
20 said programming material and said display unit to execute  
or display said programming material.

200. (CANCELLED)

201. (CURRENTLY AMENDED) A system as defined in claim 199 wherein said machine recognizable feature comprises a series of alphanumeric characters.

5 202. (CURRENTLY AMENDED) A system as defined in claim 199 wherein said machine recognizable feature comprises a representation of a word or sound.

203. (CANCELLED)

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204. (CURRENTLY AMENDED) A system as defined in claim 199 wherein said machine recognizable feature comprises a symbol.

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205. (CANCELLED)

206. (CURRENTLY AMENDED) A system as defined in claim 199 wherein said machine recognizable feature comprises a code.

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207. (ORIGINAL) A system as defined in claim 199 wherein said recognition means comprises a scanner.

208. (CANCELLED)

209. (ORIGINAL) A system as defined in claim 199 wherein  
said recognition means comprises a voice recognition  
device.

5 210. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said recognition means comprises a charged coupled  
device ("CCD") camera.

10 211. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said recognition means comprises a digital personal  
computer ("PC") camera.

212. (ORIGINAL) A system as defined in claim 199 wherein  
said recognition means comprises a keyboard.

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213. (ORIGINAL) A system as defined in claim 199 wherein  
said recognition means comprises a mechanical mouse device.

20 214. (ORIGINAL) A system as defined in claim 199 wherein  
said recognition means comprises an optical or digital  
mouse device.

215. (CANCELLED)

216. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a video display.

217. (ORIGINAL) A system as defined in claim 199 wherein  
5 said display unit comprises an audio transducer.

218. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a flat panel display.

10 219. (ORIGINAL) A system as defined in claim 218 wherein  
said flat panel display is a rigid flat panel display.

220. (ORIGINAL) A system as defined in claim 218 wherein  
said flat panel display is a flexible flat panel display.

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221. (CURRENTLY AMENDED) A system as defined in claim 218  
wherein said flat panel display is embedded in ~~the~~ said  
printed matter material.

20 222. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said display unit has associated therewith a buffer  
for temporarily storing said programming material.

223. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said programming material is compressed, and  
wherein said display unit has associated therewith means  
for decompressing ~~compressed~~ said programming material.

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224. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said display unit comprises a cable access  
television ("CATV") converter, or wireless cable converter,  
and a television set coupled thereto.

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225. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a personal computer system.

226. (CURRENTLY AMENDED) A system as defined in claim 225  
15 wherein said programming material is compressed, and  
wherein said personal computer system includes means for  
decompressing ~~compressed~~ said programming material.

227. (ORIGINAL) A system as defined in claim 199 wherein  
20 said display unit comprises a portable personal computer  
system.

228. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a personal digital assistant.

229. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises an Internet appliance.

5 230. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a cellular telephone.

231. (ORIGINAL) A system as defined in claim 199 wherein  
said display unit comprises a wireless communication  
10 device.

232. (CURRENTLY AMENDED) A system as defined in claim 199  
wherein said system further comprises a storage device for  
storing said programming material.

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233. (CURRENTLY AMENDED) A system as defined in claim 232  
wherein said storage device comprises a compact disc read  
only memory ("CD-ROM").

20 234. (CURRENTLY AMENDED) A system as defined in claim 232  
wherein said storage device comprises a digital videodisc  
("DVD").

235. (ORIGINAL) A system as defined in claim 199 wherein  
said memory means is housed on a remote server.

236. (CURRENTLY AMENDED) A system as defined in claim 199  
5 wherein said means for accessing said programming material  
operates via a data link.

237. (ORIGINAL) A system as defined in claim 236 wherein  
said data link comprises a telephone line.

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238. (ORIGINAL) A system as defined in claim 236 wherein  
said data link comprises a computer network.

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239. (CURRENTLY AMENDED) A system as defined in claim 236  
wherein said data link comprises an integrated services  
digital network ("ISDN") network.

240. (ORIGINAL) A system as defined in claim 236 wherein  
said data link comprises an ethernet network.

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241. (CURRENTLY AMENDED) A system as defined in claim 236  
wherein said data link comprises a cable access television  
("CATV") line.

242. (ORIGINAL) A system as defined in claim 236 wherein  
said data link comprises a wireless network.

243. (ORIGINAL) A system as defined in claim 199 wherein  
5 said programming material is accessed via a network.

244. (ORIGINAL) A system as defined in claim 243 wherein  
said network comprises a wireless network.

10 245. (ORIGINAL) A system as defined in claim 199 wherein  
said programming material is accessed via the Internet.

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246. (REPRESENTED - FORMERLY CLAIM 200) A system for displaying programming material to a user, the system comprising:

a printed matter having at least one magnetic code;

5 a feature recognition unit having associated therewith means for recognizing said magnetic code and a transmitter for transmitting a coded signal in response to said recognizing;

10 an intelligent controller having associated therewith a receiver for receiving said coded signal and means for accessing said programming material;

and

a display unit for displaying said programming material;

15 wherein said recognition unit, in response to said recognizing, causes said intelligent controller to access said programming material and said display unit to execute or display said programming material.

20 247. (NEW) A system as defined in claim 246 wherein said recognition means comprises a magnetic strip reader.

248. (REPRESENTED - FORMERLY CLAIM 203) A system for displaying programming material to a user, the system comprising:

a printed matter having at least one bar code;

5 a feature recognition unit having associated therewith means for recognizing said bar code and a transmitter for transmitting a coded signal in response to said recognizing;

10 an intelligent controller having associated therewith a receiver for receiving said coded signal and means for accessing said programming material; and

a display unit for displaying said programming material;

15 wherein said recognition unit, in response to said recognizing, causes said intelligent controller to access said programming material and said display unit to execute or display said programming material.

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249. (REPRESENTED - FORMERLY CLAIM 199) A system for displaying programming material to a user, the system comprising:

a printed matter having at least one watermark;

5 a feature recognition unit having associated therewith means for recognizing said watermark and a transmitter for transmitting a coded signal in response to said recognizing;

10 an intelligent controller having associated therewith a receiver for receiving said coded signal and means for accessing said programming material; and

a display unit for displaying said programming material;

15 wherein said recognition unit, in response to said recognizing, causes said intelligent controller to access said programming material and said display unit to execute or display said programming material.

20 250. (NEW) A system as defined in claim 249 wherein said watermark comprises a digital watermark.

251. (NEW) A system as defined in claim 250 wherein said recognition means comprises a digital watermark reader.

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252. (NEW) A system as defined in claim 249 wherein said watermark comprises an invisible watermark.--

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